



2

Products & services

Learning objectives in this unit

- Talking about company types and activities
- Asking about companies
- Saying numbers
- Booking and ordering by phone

Case study

- Choosing a supplier

Starting point

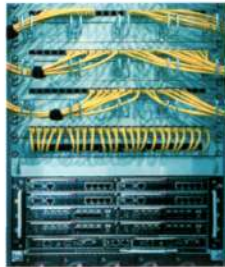
- 1 What nationality are these companies: Lufthansa, Sony, Coca-Cola?
- 2 What do these companies produce: Philips, Bayer, Microsoft?
- 3 What do these companies provide: Banco do Brasil, Allianz Worldwide Care, CNN?

Turn to file 55 on page 116 for the answers.

Working with words | Company types and activities

1 Match these company types to the pictures.

pharmaceuticals real estate electronics recruitment
 hospitality software financial services automobile



1 _____

2 _____

3 _____

4 _____



5 _____

6 _____

7 _____

8 _____

2 09▷ Listen to three people at a job fair. Which words do you hear from 1?

3 09▷ Listen again and complete these sentences.

- 1 Natasha works for a ¹ _____ company. She provides staff in the ² _____ industry.
- 2 Malik's company produces ³ _____ for ⁴ _____ companies.
- 3 William works in ⁵ _____. He wants a job in the ⁶ _____ industry.

4 10▷ Listen and underline the stress in these words.

pharmaceuticals electronics recruitment hospitality
 finance automobile

5 What type of company is your company? What type of companies do you work with?



6 A company *produces* products and it *provides* services. Write *product* or *service* next to the words in C below.

A	B	C
GlaxoSmithKline	provides	electronic equipment ¹ <u>product</u>
Microsoft	produces	finance ² _____
Sony		software ³ _____
Manpower		cars ⁴ _____
Toyota		staff ⁵ _____
Deutsche Bank AG		pharmaceuticals ⁶ _____

7 Work with a partner. Take turns to make sentences about the companies in **6**.

Example: Sony produces electronic equipment.

8 Does your company produce products or provide services? Or both?

9 11▶ Listen to a presentation about Kikkoman. Number the presentation slides 1 to 4 in the order you hear them.



A ____



B ____



C ____



D ____

10 Complete the presentation with these verbs.

employ sell export provide buy develop

Kikkoman is a Japanese company and we ¹ _____ 400 million litres of soy sauce every year. We ² _____ 6,500 people in total. We ³ _____ soy sauce all over the world including Asia, North America, Australia, and Europe. We also ⁴ _____ new products for the pharmaceuticals industry. Restaurants, supermarkets, and Asian food shops ⁵ _____ our products and we also ⁶ _____ lessons in Japanese cooking – using Kikkoman products of course!

11 11▶ Listen again and check your answers to **10**.

» For more exercises, go to **Practice file 2** on page 80.

12 Prepare a presentation about your company. Use some of the sentences below.

- | | |
|------------------------------|---------------------------------|
| 1 I'm _____ | 5 We employ _____ |
| 2 I'm from _____ | 6 We develop _____ |
| 3 I work for _____ | 7 We export to _____ |
| 4 We produce / provide _____ | 8 We sell our products to _____ |

13 Now give your presentation to the class.

Tip | work + preposition

We use the verb *work* in different ways:
 work **for** (an employer / company): *I work for BMW.*
 work **with** (people or another country): *I work with colleagues.*
 work **in** (department or area of business): *I work in Production.*

Language at work | Present simple

- 1** CJ is a Korean company with different business areas. Match these business areas to the pictures below.

Bio Pharma *Home Shopping and Logistics*
Food and Food Service *Entertainment and Media*



A _____
 We ¹*produce / produces* sugar and cooking oil. The company ²*have / has* restaurants, cafes, and food shops. It ³*provide / provides* meals for restaurants, schools, and hospitals.

B _____
 We ⁴*export / exports* medicines to countries around the world. And we ⁵*develop / develops* new biotechnological products.



C _____
 The company ⁶*produce / produces* films for the Korean market and abroad. We ⁷*import / imports* films from foreign production companies ... and we ⁸*have / has* eight cable TV channels ... and a chain of cinemas.

D _____
 We ⁹*provide / provides* a home shopping service. We ¹⁰*have / has* a logistics centre. It ¹¹*provide / provides* transport and delivery services.

- 2** 12▷ Listen and underline the correct verb in *italics* in **1**.

- 3** The verbs in **1** are in the present simple tense. We use this tense for general facts. We add *-s* or *-es* to the verb after

1 I / you / we / they

2 he / she / it

- 4** Work with a partner. Name a company from a business area in **1**. Use the words in *italics* to talk about the company.

Example: Canal Plus is a media company. It produces films for the European market.

Tip | *have / has*

This verb is irregular.
have → *has* NOT *haves*



Tip | short answers
 In conversation, we answer questions with short answers. For example:
A Do you export these products?
B Yes, we **do**. NOT Yes, we export.

5 13▶ Listen and complete these questions and answers.

- 1 **A** _____ export these products?
B Yes, we _____.
- 2 **A** _____ the _____ import films too?
B Yes, _____.
- 3 **A** _____ CJ provide financial services?
B No, it _____ provide financial services.
- 4 **A** _____ you _____ medicines?
B No, _____ We export medicines.

6 Complete these rules on the present simple tense.

- 1 Make questions with the words _____ and _____.
- 2 Make negative sentences with the words _____ and _____.
- 3 Make positive short answers with *Yes, he* _____ / *Yes, I* _____.
- 4 Make negative short answers with *No, she* _____ / *No, we* _____.

» For more information and exercises, go to Practice file 2 on page 81.

7 Work with a partner. Ask and answer questions using the prompts below.

Example: A Do you work for an Italian company?
B No, I don't. I work for a Brazilian company.

- ... you work for ...?
- ... your company export / import ...?
- ... your company produce / provide ...?
- ... your company develop / deliver ...?
- ... you have ...?
- ... your department employ ...?
- ... your customers buy ...?

Practically speaking | How to say numbers

1 Can you say these numbers?

2 14▶ Listen and check.

3 Work with a partner. Answer these questions with numbers.

- 1 What year is it?
- 2 What's your office telephone number and your mobile number?
- 3 What's the number of employees in your company?
- 4 What's the price of your company's main product or service?

Tip | Saying '0'
 We say *oh* or *zero* for 0.

Business communication | Booking and ordering by phone

- 1 Do you order products and services by telephone? What do you order?
- 2 15▷ A customer phones a restaurant. Who asks for 1–6? Listen and write C (customer) or R (restaurant manager)?

1 a private room <u>C</u>	4 a special price ___
2 a name ___	5 to confirm by email ___
3 the prices of set meals ___	6 an email address ___
- 3 15▷ Listen again and complete these questions with verbs from the list.
book give confirm spell have (x2) repeat speak tell
 - 1 Can I book a private room ...?
 - 2 Can you _____ me your name, please?
 - 3 Can you _____ me the prices?
 - 4 Can you _____ that, please?
 - 5 Can I _____ a special price?
 - 6 Can you _____ my booking by email?
 - 7 Can I _____ your email address, please?
 - 8 Can you _____ more slowly?
 - 9 Can you _____ Hori?
- 4 16▷ Listen to part of the conversation again. What words does the restaurant manager say after 'Yes'? How does he say 'No'?
- 5 Work with a partner. Take turns to ask and answer the questions in 3.

» For more exercises, go to Practice file 2 on page 80.

- 6 Work with a partner. Make this conversation more polite, then practise it.

A I want to order some mobile phones.	B What's the product code?
A DFK 1678.	B Slow down!
A DFK 1678.	B OK.
A I want delivery next week.	B We don't have them in stock.
A Send them as soon as possible.	B I want confirmation by email.
A What's your email address?	B info@bcom.biz.
A Spell it.	B info@bcom.biz
A Goodbye.	

- 7 Work with a partner. Student A, turn to File 05 on page 104. Student B, turn to File 31 on page 110.

Key expressions

Requesting

Can I book / order ...?

Asking for information

Can you give me ...?

Can you tell me ...?

Can you confirm ...?

Responding

Yes, of course.

Sure.

Yes, we do.

I'm sorry, but we don't ...

Asking for repetition and spelling

Can you repeat that?

Can you say that again?

Can you speak more slowly?

Can you spell that?

» Interactive Workbook
» Phrasebank

» Interactive Workbook » Email and » Exercises and Tests



Choosing a supplier

Background

Viking is an international offices supplies company. Read about the service it offers its clients.

Catalogue?	Yes
Free delivery?	Yes, for orders over £30, if ordered in same country Orders under £30 = £2.90 delivery charge
Return products?	Yes, within 30 days
International deliveries?	Yes and there's a website for each country
Delivery times?	Some areas, same day Other areas, next day

Discussion

- 1 What do you think about the services Viking offers?
- 2 What is important for you when you order office supplies or other products?
 - free delivery?
 - Internet ordering / ordering by phone?
 - price?
 - easy to return products?
 - a catalogue to look at?

Task

You work for an international company in the Purchasing Department. It is important that the whole company has the same suppliers, so your job is to choose one which can provide products worldwide, is flexible, and has good prices.

- 1 17▶ Listen to the phone call between a colleague and Eurooffice and complete the information in the table.

	Eurooffice
Catalogue?	
Free delivery?	
Delivery times?	
Return products?	
International deliveries?	

- 2 Work with a partner. Compare your information and discuss the differences between Viking and Eurooffice. Which company do you want to choose as your new supplier? Why?
- 3 You want to buy a new desk for your office. Student A, turn to File 02 on page 103. Student B, turn to File 30 on page 110.



Case study

File 01 | Unit 1

Language at work, Exercise 9, page 9

Student A

Ask and answer questions about the people on this site.
Write the missing information. Use these questions.

Who is / are ...? Is / Are ...? What is his / her / their ...?
Where is / are ... from?



1

Name: Renate

Company name: _____

Job: Sales Director

Country: _____



2

Name: _____

Company name: Takeyama

Job: _____

Country: Japan



3

Names: _____

Company name: Sema

Job: Sales reps

Country: _____

File 02 | Unit 2

Case study, Task, Exercise 3, page 17

Student A

Call Viking. You

- want to place an order
- are interested in a desk (Reference 05GH4).

Ask

- Can I order it by phone?
- Do I get a special price?

File 03 | Unit 3

Working with words, Exercise 8, page 19

Use this information about the pharmaceutical company,
Astra Zeneca, for your presentation.

Head office

London, UK

Research and Development

Södertälje, Sweden

Other Research and Development centres

on three continents (Europe, North America, India)

Factories

27 in 19 countries

Sales offices

on five continents:

32 in Europe

16 in North America

12 in Latin America

28 in Asia and the Middle East

13 in Africa, Australia, and New Zealand

File 04 | Unit 3

Business communication, Exercise 3, page 22

Student A

1 Telephone your partner and check these details.

Ms Bebiyon Tel. 07 364 330?

Mr Gibuvo Tel. 0034 711 5400?

2 Your partner calls to check these details. Correct any mistakes.

Mr Kassabygy Tel. 0041 909 5520

Ms Herrera Tel. 0709 553 627

File 05 | Unit 2

Business communication, Exercise 7, page 16

Student A

1 You want to book rooms at a hotel for a group of six.
Telephone the customer service representative (Student B).
Ask about the following.

- rooms for next month
- price per room
- special prices for groups

Book the rooms and give your name. Ask for the hotel email address.

2 You are the customer service representative at a hotel.
A customer (Student B) wants to book a room for a meeting.
Use this information and respond to his / her questions.

- You have a room for next week.
- You can organize lunch and drinks.
- Price: Room = 30 dollars per hour. Lunch = 45 dollars per person.
- No special prices. Price is per hour. For example, 210 dollars for seven hours.

Take the booking and ask the caller to confirm the booking by email. Your email address is conferencehotels@aol.com.

File 06 | Unit 3

Language at work, Exercise 6, page 21

Student A

You are the customer service representative at this hotel.
Give Student B information.

Example: B Is there a bus to the airport?

A Yes, there's a bus every 30 minutes and there are also buses to the city centre.

The Arabian Garden Hotel

- Bus to airport every 30 minutes and to city centre every 15 minutes.
- No car park, but guests can park on the street. There is also car hire at Reception.
- Two restaurants and one bar.
- Swimming pool, gym, and sauna.
- Internet access in all rooms.
- Conference room for 80 people and four meeting rooms.
- The hotel has a tourist information service and there are day trips to places of interest.

File 07 | Unit 3

Business communication, Exercise 6, page 22

Student A

Call 1

You are Megumi Yoshida. Telephone Michelle McGoldrick about your hotel reservation. You want the hotel details as soon as possible. Your phone number is 078 546 2394.

Call 2

You are Youssuf Hussein's assistant. He is at lunch. Answer the phone and take a message.

Message for: _____

From: _____

Phone number: _____

Calling about: _____

Please call back: Urgent:

File 08 | Unit 3

Case study, Task, Exercise 1, page 23

Student A

	A	B	C
Location	business park of a big city		
Other businesses near	4 banks, offices, college, 2 restaurants		
Transport	tram / underground		
Type of customers	office workers, students		
Parking	difficult		

File 29 | Unit 1

Language at work, Exercise 9, page 9

Student B

Ask and answer questions about the people on this site. Write the missing information. Use these questions.

Who is / are ...? Is / Are ...? What is his / her / their ...?
Where is / are ... from?

	1 Name: _____ Company name: TUX Job: _____ Country: Germany
	2 Name: Eiji Company name: _____ Job: Managing Director Country: _____
	3 Names: Ramiro and Carmen Company name: _____ Job: _____ Country: Brazil

File 30 | Unit 2

Case study, Task, Exercise 3, page 17

Student B

You work at Viking. Answer the call and give this information to your customer.

- Yes, you can order by phone and on the Internet.
- No, there's no special price.

Ask for

- customer name
- customer phone number
- customer email address.

File 31 | Unit 2

Business communication, Exercise 7, page 16

Student B

- 1 You are the customer service representative at a hotel. A customer telephones you (Student A). Use this information and respond to his / her questions.
 - You have rooms for next month.
 - Prices: double 145 euros, single 115 euros.
 - No special prices for groups.
 Take the booking and ask the caller to confirm the booking by email. Your email address is expressinns@yahoo.com.
- 2 You want to book a meeting room for seven hours at a hotel. Telephone the customer service representative (Student A). Ask about the following.
 - room for next week
 - lunch and drinks
 - price
 - special price for all day
 Book the room and give your name. Ask for the hotel email address.

File 32 | Unit 3

Language at work, Exercise 7, page 21

Student B

You are the customer service representative at this hotel. Give Student A information.

*Example: A Is there a bus to the airport?
B Yes, there's a bus every 20 minutes.*

The Dubai Grand Hotel

- Buses to airport every 20 minutes.
- Car park for 100 guests.
- No restaurant in the hotel. There are some international restaurants near the hotel.
- Swimming pool and gym.
- Internet access in all rooms.
- Bank and post service in hotel.
- Six meeting rooms.
- The hotel has free taxi service to city centre.

File 53 | Unit 12

Language at work, Exercise 8, page 75

Student B

Here is a list of your tasks for the week. Ask Student A if he / she has done his / her tasks and say if you have done yours.

*Example: B Have you ordered a new computer?
A Yes, I have.*

You	Done?	Student A
book venue for annual conference	no	order a new computer?
write minutes for team meeting	no	ship delivery to Argentina?
organize meeting with union rep	yes	telephone clients about new product?
ask boss for some time off	no	email new brochure to clients?

File 54 | Unit 12

Business communication, Exercise 4, page 76

Student B

You are in charge of information and design for the brochure.

You think it's going to take about six weeks to get all the information. The designers need about four weeks. You have annual leave between August 15th and 30th.

Discuss the final schedule and write down the stages with all the important dates.

File 55 | Unit 2

Starting point, page 12

Answers

- Lufthansa – German; Sony – Japanese; Coca-Cola – American
- Philips – electronics; Bayer – pharmaceuticals; Microsoft – software
- Banco do Brasil – financial services; Allianz Worldwide Care – insurance; CNN – news

File 56 | Unit 3

Case study, Task, Exercise 1, page 23

Student C

	A	B	C
Location			centre of capital city, inside a shopping centre
Other businesses near			a lot of shops, banks, travel agents, fast food café
Transport			train, bus
Type of customers			shoppers
Parking			not good, expensive

File 57 | Unit 12

Business communication, Exercise 4, page 76

Student C

You are in charge of printing and postage.

The printers need about three weeks.

You think it's going to take about two weeks to send them out to customers.

You have annual leave between October 10th and 17th.

Discuss the final schedule and write down the stages with all the important dates.